

Great Organ Plays at 10 and 4.25
Peterborough Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Fair

This August Furniture Sale Is What It Is Because of the Kind of Furniture to Be Found in It

One of Our Fine Old Friends Sent a Letter a Day or Two Ago, Saying:

"I have read your morning notice that the business is to begin at 10 o'clock and that it will stop at 4.30—the middle of the afternoon. I can hardly believe it.

"I remember when you and all the rest of us came to the Store at 7 o'clock in the morning, and when you first kept store it was not closed until 7 o'clock in the evening.

"The next thing you did was to close your store at 6 o'clock. Nobody complained about the long hours, because in thousands of little stores in the city the family lived in the same house, and kept store open until 10 o'clock at night. There came to be, however, a general 6 o'clock closing and a modification in some instances of important people coming in the mornings as late as 8 o'clock; but the rank and file came at 7 and went at 6.

"There were no rules about Saturdays, excepting that the Store had to be closed before the clock struck 12, midnight, and everybody kept open. It was understood by the public that 10 o'clock was the closing time, but very few stores closed at that time. It was your

New Kind of Store

that has worked miracles. You shortened hours, from time to time. You began the Saturday half-holiday, and the entire holiday was unknown until you began it. In late years almost all the stores have opened at 8.30 and closed at 6 o'clock, then later at 5.30, and recently at 5 o'clock.

"Of course, I am an old man now, but I have seen all these changes go on, and as I ride past your Store in the car and look out and think of the changes, I have to stop at your name and give you the credit for what you have done in bringing this about.

"I can't quite see what you are going to do about not opening your Store until 10 o'clock, as people have almost half a day of daylight at home before they come away. They can walk in the park; they can attend some school; take up the study of language or history; attend to the housework or home dressmaking; and cultivate the garden. Now that it does not get dark until after 8 o'clock, the people can go home and have a long time to play golf or tennis, or occupy themselves in other recreations.

"It seems too good to be true."

Thank you, dear old friend. What you have said is all true, but it isn't the storekeeper alone that grows. It is the people that are educating themselves to consider the people that work, and they are trying at the present moment, by coal-saving and doing without some conveniences in the delivery of goods and such like, to make it possible for more men to enlist in the army and navy.

The sign of this is in the fact that they are willing to arrange their time and make their purchases between shorter hours, and nothing that has occurred for a long time pleases us more than to see the readiness with which the people have accepted our Broadside Advertisement fixing the shorter hours.

[Signed] *Joe Wanamaker*

August 14, 1918.

Young Women's News New Tweed Top Coats

Well-tailored models in loose and pleated styles, with convertible collar, large pockets and belt. Coats needed for motoring or travel now or for school and college later.
In tan, brown and gray mixtures.
Sizes 14 to 20 years.
Price \$27.50.

Wash Dresses Reduced

\$5, \$7.75 to \$12.75 are the new prices, which are a third to a half less than they have been selling for.
A great variety of styles, gathered, pleated and with folds and ruffles, daintily trimmed with pretty collars and cuffs. Both plain and fancy styles, suitable for street or afternoon wear.
Materials are voiles, gingham and chambrays.
Sizes 14 to 20 years.
(Second Floor, Chestnut)

100 Women's New White Skirts at \$6.75 and \$7.50

These are skirts that have been much higher earlier in the season, but the time for wearing them is comparatively short, and we bought them at reduced prices and will sell them at reduced prices.
Extremely well made of gabardine, with deep girdles, full-gathered backs and novelty pockets.
Three of the very latest models that will be very much liked.
(First Floor, Central)

August's Most Important Musical Event in Philadelphia Will Be

THE WANAMAKER SALE OF PIANOS

scheduled to begin at 10 A. M. next Monday morning, August 19th.

This sale comprises not only a considerable number of good pianos that were taken in exchange, but also an extraordinary collection of reduced new pianos and player-pianos, bearing the greatest names in the piano world.

Next Monday, August 19th.

(Egyptian Hall, Second Floor)

First New Fall Dresses Come at Special Prices

100 Just Received

Delightful for the woman who is going away or who wants a dress to change with her Summer dresses.
100 in the lot, marked \$18.75, \$19.50, \$23.50, \$25 and \$30. These prices are from \$3 to \$5 less than usual.

The dresses come in serge and charmeuse combinations and Georgette and taffeta, and there is considerable variety.

Fashion features are braided ruffling, wide girdles, and the use of fringe, beads and button trimmings. Every woman interested in Fall styles will want to see them.
(First Floor, Central)

ON THE AISLE TOMORROW

350 pretty summer waists for \$1.65 each

Of sheer, cool batiste and voile, variously trimmed with lace and embroidery.

These waists are usually a third to a half more, and when this lot is gone we can't promise any more at this price.
(West Aisle)

Summer Rugs With Quaint Old-Fashioned Charm

After all, none of the modern patterns can outshine the old-time weaves in floor coverings.

For cool, pleasing, inexpensive floor coverings on the porch or in the house please consider these two groups in the August Sale of Rugs.

Hit-or-Miss Rag Rugs

4x7 ft., \$3.25 7.6x10.6 ft., \$9
6x9 ft., \$5 9x12 ft., \$11.50

Grandmother Plaited Rugs

25x37 in., \$6.50 34x58 in., \$12.50
30x47 in., \$9.50 36x82 in., \$14.50
31x52 in., \$10.50 40x62 in., \$15.50
(Seventh Floor, Chestnut)

Just Received—Domestic Science Fireless Cookers In All Sizes—\$16.50 to \$30

The Domestic Science fireless cooker is the greatest boon imaginable for the housewife at this time. It takes the heat out of the kitchen, it saves coal, it saves time; will not burn or overcook the food.

The Domestic Science is lined with aluminum, and its utensils are also aluminum. It is handy, capable and invaluable, especially in summertime.
(Fourth Floor, Market)

For Those Who Like Felted Cotton Mattresses

We have ten different kinds at reduced prices in the August sale, all of them made of clean materials and excellent for the prices marked on them.

Double-bed size (54x76 inches), \$16.50 to \$36.

Single-bed size (36x76 inches), \$12 to \$30.
(Sixth Floor, Chestnut)

THESE are times when there is a tendency to forget quality, but there has never been a time when our Furniture Store was so insistent upon quality.

Now, as always, good furniture is the only safe furniture to invest in—and ninety per cent of the dissatisfaction people experience with furniture is due to their failure to act up to that principle.

The good quality of Wanamaker furniture was never more real than it is today, and it is because the quality of our furniture is really good that price reductions mean real economy.

It is because the quality of our furniture is so good and the economies so real that this furniture sale is such a remarkable event. It is the sale that best answers the people's requirements and the sale of which that is true will always be the greatest sale. For one thing, it must always have the greatest stock.

We have in this August sale such a stock as no store has ever had—a stock that is colossal in size and unmatched in variety. We take no special pleasure in writing of it in such terms for fear any one might consider them exaggerated or high sounding. A sale so manifestly great as this has no call for exaggeration.

But day after day we have the evidence before our eyes that the helpfulness of it is making itself felt more and more.

Scarcely anybody of intelligence, scarcely anybody with a care as to the character of the things that go into the home would now pay out money for



furniture without coming to see what this sale provides. This is a sale for everybody to get acquainted with as a matter of self interest. Whether you need much furniture or little, you cannot afford to pass it by, because to pass it by would be to pass by the most extensive and varied field of choice in the world.

Dining Room Furniture

\$328 for a 4-piece Georgian mahogany dining room suit. The buffet is 3 ft. long, the china closet has all slatted glass doors. The extension table is 48 inches x 60 inches, with oblong top and rounded corners. Set of chairs with leather slip seats to match for \$99.

\$236 for a crotch mahogany Adam dining room suit; an exceptionally fine suit, devoid of unnecessary decorations.

\$350 for a 10-piece mahogany dining room suit, William and Mary design. This suit has a 48-inch round extension table with a center cluster of legs. Six chairs are upholstered in a

beautiful blue and gold damask.

\$157 for a 3-piece mahogany dining room suit, Adam design. This set has the typical spade foot, the urn and fluted decoration.

\$166 for a 4-piece Sheraton mahogany dining room suit, consisting of a 5-foot buffet with large, roomy drawers and cupboards, a large serving table with drawer and shelf, a 48-inch pedestal or 5-leg table and a 44-inch china closet.

\$450 for a 10-piece American crotch walnut dining room suit. An excellent reproduction of Queen Anne style. The chairs have slip seats and are covered in

beautiful patterned blue-figured hair cloth.

\$529 for a 10-piece American walnut dining room suit. A copy of a suit which was very popular during "the golden age of furniture" in the 18th century. It has the quaint turned legs, the diamond effect bracings, inlaid with ebony, and the chairs are upholstered in a golden tinged hair cloth. The back panels of the chairs are cane.

\$240 for a 4-piece American walnut dining room suit. The table has a 54-inch top, and the china closet has two sections of mirror back and one plate-glass shelf.

\$190 for a 4-piece William and Mary set. The table has a 48-inch top, the china closet has slatted end panels, the buffet a beautiful-shaped mirror, with three drawers and two cupboards. The serving table has one large drawer and a roomy shelf. A set of six chairs in brown leather can be had to match this set for \$45.

\$410 for a 10-piece figured American walnut dining room set. This suit has the quaint turned legs, with concave front on the buffet and wood panel doors in the china closet. The table has an oval top and the chairs have cane seats and back; the whole has a very rich decoration of gold.

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Wonderful Little Electric Fans Special at \$7.75

A good lot that we got from the Western Electric Company, which is a guarantee of their reliability. The fans operate on either alternating or direct current, will stand on the desk or may be fastened to the wall. Handsomely finished.
(Electrical Section, Fourth Floor, Central)

This Is the Season for Folding Umbrellas

Kinds that will go into suitcase or traveling bag are much in demand, and we have them in plenty.

Suitcase umbrellas, in styles for men and women, are \$3.50 to \$10. Those starting at \$5 are silk.

Traveling bag umbrellas, only fifteen inches long when collapsed, are \$4 to \$10.
(Main Floor, Market)

Men's Silk Half Hose, "Seconds" at 85c

Black, white and colored full-fashioned silk half hose that would average a half more if first-grade goods.
(West Aisle)

Paris Sends Women These Boardwalk Walking Sticks

Jaunty canes of enameled wood in white, red, green and other colors, with fancy bakelite tops. Smart women will want them to carry at the shore.
Price, \$12.
(Main Floor, Market)

Soothing Toilet Goods for Summer Days

Coming from our own Queen Mary laboratories, we know them to be fresh and pure. Toilet waters in generous size bottles, violet, rose, jasmine, muguet and heliotrope, \$2 a bottle.
Violet and lilac toilet waters, 50c, 75c, \$1, \$2 and \$3.75.
Talcum powder in popular scents, 15c to 50c.
Rose special talcum, 50c.
Charme d'Amour talcum, 75c.
(Main Floor, Chestnut)

Pretty Nearly the Last Call for Men's Fancy Suits Reduced

All of our 3-piece fancy worsted and cashmere suits are going out now at a sale at prices averaging \$10 less than they were selling for a little while ago.

\$18.50—\$21.50—\$24.50—\$30.50

These are 3-piece suits, all wool, the standard of the world.

It is well known that there is a serious scarcity of such goods in the market, and the forehanded man will want to take advantage of this opportunity and buy now for next season.
(Third Floor, Market)

We Have the Famous Bergougnan Tires in Full Assortment

Bergougnan tires were formerly made in France and achieved a world-wide reputation for their excellence. It was on Bergougnan tires that the whole motor transport system was operated in the French army to save Verdun from German capture.

Bergougnan tires are now made in this country and maintain their high reputation. They are guaranteed for 5000 miles and frequently give over 8000 miles in service.

Plain Tread Non-skid		Plain Tread Non-skid		Plain Tread Non-skid			
30x3	\$17.29	35x4	\$36.82	\$40.47	37x4 1/2	\$51.30	\$56.43
30x3 1/2	21.90	36x4	38.72	42.61	33x5	55.39	60.90
32x3 1/2	25.37	32x4 1/2	44.90	49.50	35x5	57.48	63.23
31x4	29.93	33x4 1/2	46.03	50.69	36x5	58.67	64.22
32x4	31.78	34x4 1/2	48.64	53.54	37x5	60.33	66.31
33x4	34	35x4 1/2	49.26	54.20	37x5 1/2	77.67	85.46
34x4	35.91	36x4 1/2	49.84	54.77	38x5 1/2	80.42	88.42

Shoes for All Seasons at a Fourth to a Half Less

This Summer Sale of Shoes is not all Summer shoes. There are high styles as well, suitable for wear next Fall and Winter. In fact, many are advanced Fall models, while others are the fancy fashion shoes that will not be obtainable hereafter at any price.

Men, women and children can find footwear in this sale, and hundreds are doing so. In spite of the great stocks we started with, you cannot delay too long if you want to share in the opportunities.

Men's low shoes, \$4.90, \$5.90 and \$6.90.

Men's high shoes, \$4.65 and \$5.90.

Women's low shoes, \$3.90, \$4.90 and \$5.90.

Women's high shoes, \$2.50, \$2.90, \$4.40 and \$8.75.

Children's high and low shoes, \$2.

(Men's Shoes, Main Floor, Market)
(Women's and Children's Shoes, First Floor, Market)